

The Premier Integrated Media Solution for the Handheld Technology Marketplace

Media
Kit 2004

HANDHELD computing™

THE NUMBER ONE GUIDE TO HANDHELD DEVICES

MEDIA KIT 2004

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HANDHELD Computing

THE NUMBER ONE GUIDE TO HANDHELD DEVICES™



The Number One Guide to Handheld Devices

HANDHELD COMPUTING

Handheld Computing is the largest magazine in the multi-platform handheld technology marketplace. Whether it's a PocketPC or Palm powered PDA, Smartphone, Digital Camera or MP2 Player – if it's a portable information device it will be covered in the magazine.

Handheld Computing helps readers learn about these cutting-edge products to make informed buying decisions. In addition to news, reviews, tips and shopping advice for all handheld PC platforms and other mobile devices, the magazine offers unique, easy to reference resource guides listing hundreds of products in the hottest categories.

CIRCULATION & DISTRIBUTION

Handheld Computing magazine circulation is 100,000 copies per issue and is published 6 times a year. Sales channels include subscriber copies, national and Internet retailers, newsstands and trade shows.

Retail outlets include:

Barnes & Noble	Fry's	Piggly Wiggly
B. Dalton	Hastings	Shinders
Borders	Micro Center	Safeway
Chapters	National Record Mart	Super Stand
Comp USA	Palm Digital Media	Wal-Mart
Franklin Covey		

Now distributed at most major U.S. Airports

The dominance of mobile handheld devices in both professional and personal lifestyles is attributed to the flexibility these gadgets, tools and "cool" applications offer people. Put Handheld Computing to work for you by reaching this segment of high spending consumers who are driving this growing market.

Experts predict that the mobile handheld device market will have over 1.3 billion users and be worth an estimated \$20 billion by 2005.*

* University of Texas at Austin
<http://www.utexas.edu/computer/pda>

"I read my Handheld Computing subscription cover-to-cover within days of receiving it. Keep up the good work. I've sent subscriptions to clients as well as business associates."

– D. Gentile

"I have become a de-facto handheld guru for my 13,000 employee school system, and my unsought status is a direct result of reading your magazine. Thank you, HHC team!"

– C. Martin



ISSUE DATE	ISSUE	FEATURES	SPACE & MATERIAL CLOSE	BONUS DISTRIBUTION
JANUARY/ FEBRUARY 2004	7.0	<ul style="list-style-type: none"> • Best Products of 2003 Awards • Entertainment Anywhere • How to Get Email on Your PDA 	Nov 14 '03 Nov 20 '03	Issue 7.0 Dec 8-10, 03 The Emerging Technology Showcase, Scottsdale, AZ Trade show distribution at CES, Las Vegas
APRIL/ MAY 2004	7.1	<ul style="list-style-type: none"> • Pocket Digital Video • Video Cards – Turn your PDA into a Pocket Tivo • Money Matters – Track Expenses, etc. • Super Phones • GPS Pull Out Section 	Apr 19 '04 Apr 26 '04	
JUNE/ JULY 2004	7.2	<ul style="list-style-type: none"> • Removeable Storage • Portable Entertainment • WiFi Everywhere • Smartphone Roundup • Home Media Center - Revisited 	May 6 '04 May 19 '04	
AUGUST 2004	7.3	<ul style="list-style-type: none"> • Music on the Go • GPS • Got to have it (Software, Add-ons, Devices) • DigiCam Roundup • Convergence Devices / all-in-one • Cell Fun (Cell Entertainment - Ring tones, games, news, etc.) 	Jul 8 '04 Jul 21 '04	
HOLIDAY BUYER'S GUIDE	BG	<ul style="list-style-type: none"> • Buyer's Guide 	Sept 16 '04 Sept 28 '04	
NOV/ DEC 2004	7.4	<ul style="list-style-type: none"> • Mobile Device Roundup (PDA, MP3, DigiCam, Smartphone) • That's Entertainment • Holiday Shopping Guide • Ultimate Guide to Digital Photography • Ultimate Guide to Home Media Center • Cell Phone Buyer's Guide 	Oct 1 '04 Oct 15 '04	



PUBLISHING SCHEDULE/ *Handheld Computing*

		Advertising Space Reservation	Advertising Materials Due	Issue Mails	Newsstand On-Sale
	ISSUE				
7.0	January	11/14/03	11/20/03	12/10/03	12/31/03
7.1	April/May	4/19/04	4/26/04	5/20/04	5/25/04
7.2	June/July	5/6/04	5/19/04	7/22/04	7/27/04
7.3	August	7/8/04	7/21/04	9/23/04	9/28/04
BG	Holiday Buyer's Guide	9/16/04	9/28/04	10/29/04	11/2/04
7.4	Nov/Dec	10/1/04	10/15/04	11/18/04	11/23/04

ADVERTISING RATE CARD/ *Handheld Computing*

	1x	3x	6x	
Full Page	3,300	3,000	2,700	Two-color Rates deduct 15% Black & White Rates deduct 25% Special Position Request plus 15%
2/3 Page	2,615	2,415	2,140	
1/2 Page	1,980	1,800	1,620	
1/3 Page	1,310	1,190	1,070	
1/4 Page	990	900	810	

MARKETPLACE RATE CARD/ *Handheld Computing*

	1x	3x	6x
Full Page	2,615	2,415	2,140
2/3 Page	1,980	1,800	1,620
1/2 Page	1,310	1,190	1,070
1/3 Page	990	900	810
1/4 Page	785	725	640
1/8 Page	460	425	375

Classified

20 Words/6 issues 250

Rate Base = 100,000



HANDHELD computing

THE NUMBER ONE GUIDE TO HANDHELD DEVICES

R E A D E R P R O F I L E

DEMOGRAPHICS

GENDER

74% Male, 26% Female

AGE

55% 18-44 Years Old

HOUSEHOLD INCOME

74% HHI of \$60,000 or Higher

EDUCATION

79% Bachelors Degree or Higher

R E A D E R

I N V O L V E M E N T

Average Time Spent Reading

Handheld Computing – 40 Minutes or More

68% of Purchases Influenced by *Handheld Computing*
(8% PC world, 4% PC Magazine)

96% Own or Plan to Purchase a Digital Camera

89% Plan to Purchase a Smart Phone, RIM Device or PDA
in the Next 12 Months

44% Own or Plan to Purchase a MP3 or Mobile Multi Media
Player

56% Own or Plan to Purchase a WiFi or Bluetooth Network

77% Own or Plan to Purchase Hardware Accessories

89% Own or Plan to Purchase Entertainment Software

79% Have Purchased Productivity Software

Perseus Development Corporation, June 2003
SI Marketing Creations, May 2003



TERMS AND CONDITIONS

Contract Period: Frequency discounts are based on the number of insertions contracted. Signed insertion orders must accompany all space reservations.

Cancellations: Cancellations or changes in orders may not be made by the advertiser or its agency after the space closing date.

Credit and Payment Terms and Conditions: New advertisers must furnish credit and bank references or can establish credit by payment in advance.

Billing Procedures: Invoices are due within 30 days of billing date.

Past Due: All accounts not paid in full within 30 days of billing date will carry a 1-1/2% late charge per month.

Note: Advertising materials will be stored for 12 months after last run and then destroyed unless other written instructions are received from the advertiser or its agency.

1. Advertisements are accepted upon the representation that advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold publisher harmless against any exposure or loss by reason of any claims arising out of publication.
2. All contents of advertisements are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order or space reservation at any time.
3. Positioning of advertisement is at the discretion of the publisher except where a request for a specific preferred position is accepted by the publisher in writing.
4. Publisher shall have no liability for errors in key numbers, or in any preparation or correction done by publisher.
5. Cancellations or changes in orders may not be made by the advertiser or its agent after the space closing date.
6. All insertion orders are accepted subject to the provisions of our current rate card. Rates are subject to change upon notice from publisher.
7. Cancellation of space reservations for any other reason in whole or in part by the advertiser will result in an adjustment of the rate (short rate)

based on actual insertions to reflect actual space used at the earned frequency or volume rate.

8. Publisher shall not be liable for any costs or damages for failure to publish an advertisement for any reason.
9. Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher for advertising which advertiser or its agent ordered and its agency ordered and which advertising was published.
10. Failure to make insertion order correspond in price or otherwise with rate schedule is regarded only as a clerical error and publication is made and charged for upon the terms of the schedule in force without further notice.
11. Publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any government or quasi-government entity, fire, flood, insurrection, riot, explosion, embargo, strikes, interruptions of any kind, work slowdown, or any condition beyond the control of publisher affecting production or delivery in any matter.
12. The word advertisement will be placed with copy, which, in the publisher's opinion, resembles editorial matter.
13. Any ad requiring typesetting, electronic manipulation, corrections or other preparation by publication must be received by space reservation deadline. Additional charges will be applied.
14. Press proofs cannot be furnished.
15. Publisher will, on written request, release files to other publications five working days after receipt of instructions and authorization to make a set of duplicate files. Duplications and handling/forwarding will be billed at cost.
16. Publisher reserves the right to trim, reset, or to change cuts to standard size.
17. No conditions other than those set forth in this rate card shall be binding on the publisher unless specifically agreed to in writing by the publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions which conflict with provisions on this rate card.
18. As used in this section entitled "Terms and Conditions," the term "publisher" shall refer to Mobile Media Group, Inc. or, where relevant, to pre-press and production suppliers performing work on behalf of the Publisher.



Mechanical Specifications For Print Ads

Advertising Materials

Handheld Computing™ Magazine requires that all specifications be followed for the preparation of all digital ads. *Charges incurred by the publisher to meet these specs due to advertiser or agency error will be paid by the advertiser.*

Applications and Fonts

- Quark Xpress 4, Macromedia Freehand 9, Adobe Illustrator 10 and Adobe Photoshop 6 are all accepted. **Mac files preferred.**
- All fonts should be Adobe Postscript Type 1 with no style attributes applied to the basic fonts. No True Type fonts.
- **PC files are accepted but may create additional handling charges and costs. PC fonts are not accepted. All text must be converted to paths/outlines or bitmapped art.**

Layout

- **Build ads to trim size.** For full page, full bleed ads, extend art .125" beyond trim. (See diagram below)
- Keep important matter 1/4" from final trims/borders.
- Please set your trapping and overprint accordingly. We will not alter your trap settings.

Scans/Images

- All images must be in CMYK color mode.
- Scanned or bitmapped images must be 300 ppi and should not be enlarged beyond 110% or reduced more than 50% in the layout.
- Image file format should be flattened TIF or EPS.
- JPEG, GIF, PICT, and BMP formats are NOT supported.

Final Files

- Files should be named using alpha-numeric characters only.
- Please add a period and three character file extension:
scan_O1.tif, drawing.eps
- Please include your name, our publication code* and a file extension in your file name.
YourCoName_OurPubCode_YourAdName.tif
AcmeAnvils_HHC_HvyWeightAd.qxd
AcmeDynamite_HHC_BlasterAd.eps
- If the file size is smaller than 5MB ad can be e-mailed, larger than 5MB, you must supply it on a Zip disk or CD (which will be returned only by request). We also have ftp transfer options.
- Please label your Zip Disk or CD with the name of the magazine in which your ad is to appear and your contact information.
- Include a printed directory of the disk's contents.
- Provide a hard copy proof containing 100% of the file information for each ad.
- **If submitting electronically, you must include a screen optimized PDF for "proofing".**
- For Quark ads: all elements used in the creation of the document (native Quark file, images and fonts) must be included.
- Please eliminate unused data and supply only those fonts required by your ad. **Do not send PC fonts.** We highly recommend the use of *Fltghtcheck* for packaging files.

- For Photoshop ads, save as flattened tif or eps file format.
- Illustrator or Freehand, convert all text to paths/outlines and embed images.

Shipping Instructions

Address all electronic files and proofs to:

Mobile Media Group

P.O. Box 2714

El Granada, CA 94018

E-mail: craigr@mobilemg.com

ftp: Advertiser Directory: ftp.pdabuzz.com

username: mediaupload

password: buzz!@

We recommend the use of Fetch or FTP Voyager for ftp transfers

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* Publication Codes

HHC Handheld Computing

HBG Handheld Computing Buyer's Guide



Revised Ad Sizes for 2004

Ad Sizes

Ad Size	Dimensions (w x h)
Full Page - Full Bleed	8.125 x 11.125
Trim Size	8 x 10.875
Live Area	7.5 x 10.375
2/3 Page Vertical	4.875 x 10.375
1/3 Page Vertical	2.375 x 10.375
1/2 Page Vertical	3.8125 x 10.875
1/2 Page Horizontal	7.375 x 5.125
1/3 Page Square	4.875 x 4.875
1/4 Page	3.625 x 5

Inserts - Call for details

Marketplace Ad Size Dimensions (w x h)

1/4 Page

3.625 x 5

1/8 Page

3.625 x 2.5

<p>Gray - .125" bleed</p> <p>Black line - Trim</p> <p>White - safe margin</p> <p>Black - Live area</p>			
Full Page (Trim) 8 x 10.875	2/3 Page Vert 4.875 x 10.375	1/3 Page Vert 2.375 x 10.375	1/2 Page Vert 3.8125 x 10.875
1/2 Page Hor 7.375 x 5.125	1/3 Page Sq 4.875 x 4.875	1/4 Page 3.625 x 5	Marketplace Ad 1/4 and 1/8 Pg

